

SIX-GUN LAW

Western Week Leads
Back To Gun, Saddle

"Oil up y'all's six-guns and take out y'all's western duds — Western Week is a-comin' to town, pardner," warned Sheriff Don Robertson.

The gun-totin' week this year will be jointly sponsored by the Apache Guard Association and Kappa Sigma Lambda. Kappa Sigma Lambda has gone it alone in the past.

"Many a bad man will bite the dust from Monday, Feb. 15 through Friday, Feb. 19," predicted the sheriff.

Any student not wearing at least three articles of western clothing will find himself in the calabose, warned Robertson. He and his posse of deputies will be on hand to jail such law-breakers. "And he continued, 'the varmints will have to pay two bits to git out.'"

Robertson wants "y'all to saddle up and head for the auditorium" at activity period, Thursday, Feb. 18 for a special Western Variety show sponsored by the two organizations."

The show will include a western skit, a chorus line, and as a special added attraction, several bang-up T.V. commercials, Robertson promises.

"The gent with the longest

beard and the gent with the most original beard will git a trophy at the assembly, and a little gal named Miss Cynthia Corn will judge the stubbles," he said.

The cowboys around here have been growing beards since Feb. 3 when each contestant paid 50 cents to enter. The money will pay for those trophies that will be awarded, Robertson said.

An award will also be given to Western Week's favorite gal—the gal that best carries out the theme of Western Week.

To round out Western Week, a shin-dig is planned for Friday night, 7:30, Feb. 19. Music will be supplied by Ron Williams and the Customs. At the dance, the most ordinally dressed couple will receive a plaque.

All five awards, two for beards, two for best dressed couple, and one for the all-around best Western gal, will be supplied by Kappa Sigma Lambda and the Apache Guards.

Officers of Kappa Sigma Lambda are Robertson, president, Mickey Johnson, vice-president, and Raymond Smith, secretary. Officers for the Apache Guard are Justus Mertz, president, John Talley, vice-president, and Kerry Weeks, secretary.

SOPHOMORE PLEDGES

Four Make Phi Theta

Alpha Omicron chapter of Phi Theta Kappa has invited four sophomores to become members, according to Faculty Sponsor Floyd Stoddard.

They are Miss Martha Grace Akers, Miss Ruby Dorisene Pierce, Hal Smith, and Miss Linda Dee Fasel.

These four became eligible on the basis of their scholastic standing at the beginning of the fall semester.

Another group will receive invitations soon on the basis of their scholastic standing at the beginning of this spring semester.

All new pledges will have an informal initiation and a formal candle-light initiation before they become regular members, according to Bob Sullivan, president.

To be eligible for membership, a student must be regularly enrolled and must have at least one semester of work completed. He must be within the upper scholas-

tic 10 per cent of the regularly-enrolled student body.

The student must also have a 2.4 grade point average. Grade points are counted as follows: A—3 points per semester hour; B—2 points per semester hour; C—1 point per semester hour.

The grade point average is the sum of grade points divided by the number of semester hours.

Club Yearbook Page
Payments Now Due

Organizations that have not paid for their individual pages in the 1960 Apache Yearbook should do so as soon as possible, according to Editor Mary Ann Seamon.

The charge is \$15 per single page, \$25 per two-page spread, and \$40 for three pages.

Organizations may pay Miss Seamon or Mrs. Averille Greenhaw, sponsor.

Teachers To Be
On KLTU Panels

College personnel, a Tyler consultant and a student will make TV appearances concerning Career Day.

Panels are scheduled on KLTU, Channel 7, for Feb. 12, 5 p.m. and Feb. 24, 12 o'clock noon.

The first panel consists of Dr. E. M. Potter, dean; Miss Elizabeth Bryarly, chairman of the English department, and Charles Hix, physics instructor and consulting engineer.

The second panel will consist of Miss Gene Ann Jones, freshman pre-med student of Tyler; Jack Elder, assistant superintendent of Tyler Public Schools; and Dr. Jeane Browne, chairman of the speech-drama department.

Both panel discussions will be emceed by J. H. Kippenbrock, director at KLTU. The discussions are planned to preview Career Day for high school seniors of this area.

City May Pave
Area Streets

Bids have been submitted to the city engineering department for the paving of streets around TJC.

The sections of the streets included in the bid were South Baxter from the north line of East Lake to the north from the east line of South Baxter to the west line of South Mahon, and South Mahon from the north line of East Lake to the north line of East Fifth.

A public hearing concerning the paving will be held before the city commissioners March 4. If the majority of property owners of the three streets do not object to the paving, the paving should begin sometime in April and will probably be completed by the last of May, said Richard Barrett, TJC business manager.

Barrett said the proposed streets will be 30 feet wide instead of the 20 feet width of the present streets.

The lowest of the three bids submitted was \$29,009.35 by Foley & Williams, Tyler street construction contractors.

Massachusetts Will See
Film Of 'This Is TJC'

Tyler Junior College will serve a second time as a model community college during state legislature discussions of community colleges, according to President H. E. Jenkins.

Students May Apply
For Financial Aid

Students who need scholarships, loans, and workshops for next fall should begin making their applications to Miss Maxene Robinson, secretary to President H. E. Jenkins.

Some 20 scholarships awarded by organizations and individuals as well as the student loan program established under the National Defense Act and workshops in various offices and departments, are available to students who need them, according to Dean E. M. Potter and Dr. Jenkins.

I. L. Friedman, dean of the Evening College, heads the Scholarship and Loan Screening Committee which will pass on all applications submitted to Miss Robinson. Other members of the committee are Mrs. Mary Wallace, director of counseling and guidance, and Dr. Wiley Jenkins, chairman of the history department.

This committee will go over all applications and make recommendations, according to Dr. Jenkins. They will then be confidentially considered by a second confidential committee.

All scholarships, workshops, and loans will be made by the confidential committee through Miss Robinson, based upon the recommendations of a screening committee, he said.

Only those persons who fill in the application form completely will be considered for aid. All material will be held confidential Dr. Potter said.

"It is our policy that any student in our area can attend college in some manner, and if he cannot do so on his own resources, we will see that arrangements are made," said Dr. Jenkins.

This does not mean, however, that he can attend and necessarily maintain a scale of living which he desires, he explained.

The national program provides, \$9 and the college contributes \$1 to the individual loans. The stu-

dent does not begin paying the loan until one year after graduation from college; he has 10 years to repay it. The student pays on the principal and three per cent interest which does not begin accumulating until one year after graduation.

It also provides that the government will deduct 10 per cent of the loan per year for a maximum of five years or 50 per cent to those persons entering the teaching field in public schools.

According to scholarship procedure, "the college does not have funds to finance private activities such as recreation, dates and money to buy and drive a car. Funds are only available to meet the needs of serious students for educational purposes."

The scholarship procedure states further:

Applications of students who are paying for a car, driving a car, and similar activities will be carefully analyzed by the screening committee before a recommendation is made.

Only if the car is a necessary means of transportation, if it is used in earning money to attend college can these applicants receive proper consideration.

Scholastic ability and character as well as need is to be considered. Only students who are shown by reference and other investigation to be at least average (preferably better in high school or college work) and who come recommended are to receive assistance.

24 Schools Due
For Career Day

Twenty-four school superintendents have accepted invitations for their high schools to attend the eighth annual Career Day, Feb. 26.

Schools planning to participate are Arp, Lindale, Troup, Emory, Whitehouse, New Summerfield, Hawkins, Mineola, Van, Grand Saline, Quitman, Bullard, Winona, Robert E. Lee and John Tyler of Tyler, Chapel Hill, Jacksonville, Rusk, Alba-Golden, Gilmer, Miller Grove, Big Sandy, and Canton.

The day will include a program of information and entertainment for high school seniors looking toward a college career.

Conferences in 24 general fields guided by persons involved and specialized in these fields will be held in the morning.

Allocation Requests
Due Noon, Feb. 19

Organizations must turn in allocation requests by noon Friday, Feb. 19, according to Hal Smith, student council president.

Each request must be co-signed by president and sponsor of the club making the request, Smith said.

Requests should be placed in the student council's box in the registrar's office or turned in to Smith.

Although the council allocates a separate sum each semester to most organizations, it is possible for an organization to have requested money for the entire year during the fall allocations.

The council would appreciate a reminder of such an arrangement from any organization who has done this, according to James Barnes, council sponsor.



FEBRUARY FEATURES — Mrs. Margaret Anders, assistant librarian, and Robert Tucker, freshman drama major, debate about adding a replica of the famous silk hat to their display honoring Abraham Lincoln. Tucker helped Mrs. Anders arrange displays for three of the more famous holidays in February—the birthday of Lincoln,

Feb. 12; Valentine's Day, Feb. 14; and the birthday of George Washington, Feb. 22. (Not shown). Mrs. Anders, experienced in making parade floats, has done other displays this year including the one on foreign lands. Tucker has won a national Christmas decorations award and several art awards.

'LOVE A MANY SPLENDORED THING'

Movie To Be Shown Feb. 22

"Love Is A Many Splendored Thing" is scheduled for campus showing Feb. 22, according to Dean E. M. Potter.

This is the sixth film in a series offered to students free of charge. Activity cards will admit students to all campus movies.

Movies will be shown in the Teepee on Cinemascope screen every two weeks. They are scheduled Monday from 6:30 to 8:30

p.m. when they conflict least with sports and other social activities.

Early showings give students a chance to see movies and still have time to study, said Dean Potter.

A committee made up of Mrs. Mildred Stringer, Hal Smith, Miss Sylvia Lockart, Art Fiste, James Barnes, and Dean Potter select the movies.

Pow Wow Available At New Location

Students will find the TJC Pow Wow in the library and Room 118, Main Building. It will no longer be available in Room 114.

Because of a space problem the journalism lab has been moved to the ground floor of the main building, and the paper will be distributed from the new lab any time except 8:54, 9:48 and 11:36 Tuesday and Thursday and their pick-up days.

Miss King Edits Paper For Spring Semester

Miss Liz King, sophomore journalism major from Tyler, has been named editor of the Pow Wow for this semester.

Miss King earned the title in a series of temporary editorships with other journalism students last semester.

She replaces Truman Mizzles, last year's editor. Mizzles gave up his editorship to become a cub reporter for the Tyler Morning Telegraph.

Miss King says she "spends most of her so-called free time either working on her journalism or studying." She hopes to maintain the five A's from the fall semester.

Miss King began her study of journalism in John Tyler High. She was fashion editor of the

school paper and received the Quill and Scroll, a journalism and scholastic honor.

She attended North Texas State College for one semester before transferring to TJC last spring. She was a member of the year-book staff at NTSC.

As editor of the Pow Wow, Miss King will have charge of layout, headlines, and proofing of each edition of the paper. She will choose her assistant editor for each issue. Journalism majors wanting to be an assistant should contact Miss King.

Six assistant editors have already been accepted, said Miss King. They are Miss Mary Ann Seamon, Miss Ann Music, Miss Sue Mayfield, Miss Leslie Turner, Robert Rhodes and Billy Ray Bugg.

"My life ambition was to be an editor. I just hope I do this well when I get out of school and enter the real world of journalism," said Miss King.

Skit Surprises Butler, Jaycees

Miss Rosiland Butler entertained the Tyler Jaycees Wednesday with a routine which she said was partially as much a surprise to her as to the Jaycees.

Miss Butler pantomimed "French Heels," followed by a comedienne skit that was "as new to me," she said, "as it was to the audience."

After arriving at the weekly Jaycee luncheon at the Blackstone Hotel, the program chairman asked Miss Butler to follow her planned act with a humorous skit.

The chairman handed her informative cards on seven of the Jaycees. Using the cards, Miss Butler walked up to one Jaycee seated at each of the seven tables and used an "Oh, I remember you," routine. In turn, Miss Butler told each man a little about himself.

In many instances, she reminded him of humorous instances in his past.

"You should have seen the expression on one man's face when I told him that I knew his boss, Jim, very well," said Miss Butler, and that "he calls me all the time."

Miss Butler performed for the Jaycees during the summer.

Students Blend Work, Studies

Working students interviewed on the campus agreed that the disadvantage of working while going to school are offset by the single advantage that working enables them to continue their education.

All students interviewed were men. The six were Pat Payne of Humble Oil Co.; W. O. Davis, Davis Green Body Shop; Jerry Whitus, Tyler Mattress Co.; Robert Craig, Lloyd James Funeral Home; Ronnie Malone, Kenneth Malone Carburetion Co.; and Windel Marshall, Medical Center Hospital.

Most believe that the sacrifices they have to make are worthwhile. Some said the sacrifices actually become assets because they teach self-discipline.

"Sure, I have to sacrifice," said Craig. "I miss a lot of activities such as ball games, dances, parties, and movies, but anything as valuable as a college education is worth these petty sacrifices."

"The sacrifices a person makes in working his way through college tend to mold student-character," agreed Whitus.

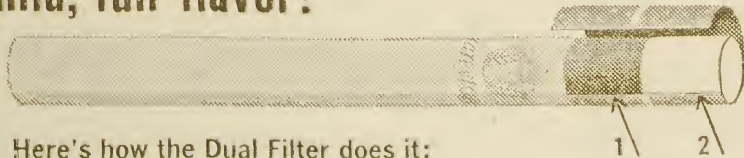
"Student-workers can name countless disadvantages of working and going to school, but a majority of these excuses could be nullified if they would acquire more self-discipline," added Malone.

"My job is a gift from the heavens," said Payne. "Without it I would probably not be able to stay in college."

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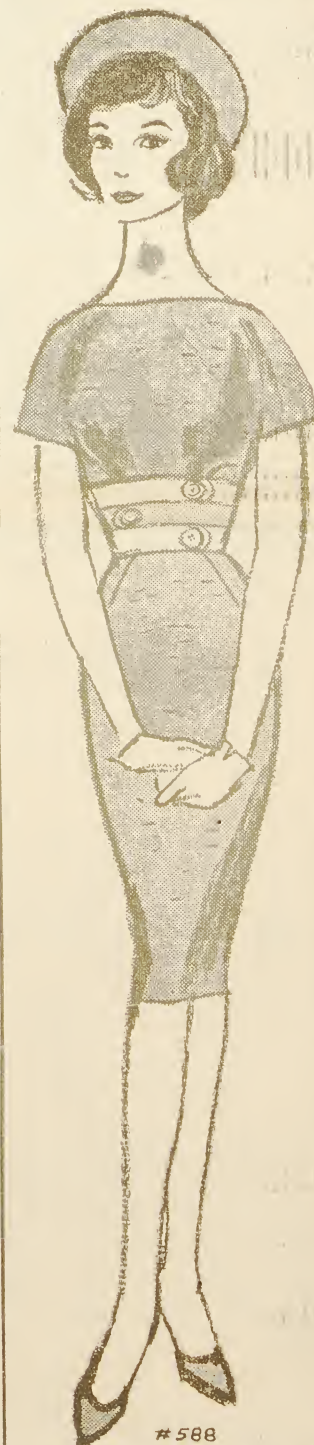
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John Hunter's Interest In Music Extends To Social, Religious Life

John Hunter's interest in music and singing not only extends into his profession as an instructor of voice here, but also into his social and religious life.

His most recent honor to his "social life to music" was that of being elected president of the Tyler Community Concert Association to serve for its 1960-61 season.

The Tyler Community Concert Association, a forerunner of the Tyler Civic Music Association, is a member of the national Community Concerts which furnishes the Tyler organization with entertainment for its four concerts each year.

Concerts this year are Aase Nordmo Loevberg, soprano; Robert Joffrey Theatre Ballet; Ozan Marsh, pianist; and New Orleans Philharmonic Symphony.

Other aspects of his social life in music since coming to Tyler only two years ago include his appearances with the East Texas Symphony Orchestra, the Coterie, the Lion's Club Minstrel, and several civic clubs and churches.

The assistant director of music also devotes some of his time to

the religious side of music. He has been minister of music at the First Christian Church in Tyler for more than a year. Before coming here he was soloist at Riverside Church and Brick Presbyterian Church in New York City.

Hunter, a graduate of the University of Alabama and the Teachers College at Columbia University, began his direction of the college choir, the "Singing Apaches" in 1958 after moving here from Wharton Junior College.

Department Offices Exchange Locations

Several office changes have occurred this semester.

The athletic office serving Coaches Floyd Wagstaff, James Hallmark, and Herb Richardson and the joint office of I. L. Friedman, dean of evening college, and Mrs. Joan Haley, nurse, have exchanged rooms. The athletic office is in Room 212 and the evening college and nurse's headquarters are in Room 210.

Room 214, the former journalism lab and office of Mrs. Blanche Prejean, now serves John Garner and K. A. Evans.

BLIND STUDENT IN TOP 5

Peters Writes In Braille

By ROBERT LAMON

While 1100 other students are busily taking class notes with pencil and paper, one young man is taking notes even faster on an 8" by 2 1/4" aluminum plate.

Robert Peters, a blind student who entered TJC in the top five percent scholastically, has been using Braille for note taking since becoming blind eight years ago.

The average blind student is longer in preparing his lessons. But in taking class notes with an aluminum plate and stylus, he can work much faster than the best note taking students because Braille is as fast as shorthand.

Although it takes about four months for the average student to learn Braille, Peters says it took him only eight weeks.

In taking notes Peters uses the plate hinged at one end with perforated bottom and punctured top. The plate is slipped over the paper and a sharp pointed steel pencil, called the stylus, punctures the paper.

Peters says there are three types or grades of Braille. Grade One consists of the alphabet, numbers, and punctuation; Grade Two is the standard English Braille with signs and abbreviations; Grade One-half is a simplified form of Grade Two.

Braille is internationally used by blind people from all parts of the world.

Fifteen countries have a Braille system. The last to be added is the Hindu Braille of India, says Peters.

The blind in this country have access to several thousand books published yearly.

A few of the better known places to obtain Braille books are the Library of Congress, New York Public Library, and the National Braille Press in Boston.

In addition to books the blind may obtain recordings for learning lessons as well as records of novels, stories, music, and literature.

In describing Braille books, Peters says "That each book consists of from 175 to 200 pages with Braille on both sides."

He says that one printed page is equal to two pages in Braille or 300 printed pages is four volumes in Braille.

SEA Rummage Sale Will Be Feb. 13

The local Student Education Association will sponsor a rummage sale this Saturday, Feb. 13 and every Saturday following, according to Miss Betty Keener, chairman of the project.

Sales will be held in the old Cherokee Hardware Building (now vacant) one block off the square on Spring Street, she said. The sales will begin at 9 a.m. and continue until 3 or 4 p.m., she said.

Miss Keener called for articles including shoes, purses, outgrown clothes, toys, jewelry—"anything that can be re-sold."

Donors may bring these articles to the office of Mrs. Eva Saunders, SEA faculty sponsor, or to the home of Miss Keener, 2002 South Wall.

Money from the sales will be used for transportation and registration fees of students attending the state SEA convention in Austin March 10-12, she explained.

Any money over the amount needed for convention expenses will go into the treasury for other SEA projects, she said.

"Response to the sales so far has been good," said Miss Keener. Sales in November and December raised \$46.

MSM Schedules Two Programs To Study Daily Living Series

All students are invited to Methodist Student Movement programs tonight at 7 and tomorrow at 10:42 a.m. to consider the problem of anxiety in daily living, according to the Reverend Art Pry, MSM director.

Pry will present the discussion at both the Wednesday and Thursday meetings.

"We are duplicating the Wednesday and Thursday programs, in so far as topic," said Pry, "in an effort to provide a program on Wednesday evenings primarily for in-town and dormitory students and a Thursday program primarily for commuting students. Any student, however, is invited to either program," he said.

The group is making this duplication also in order to present a program on Wednesday evening that will not interfere with other college activities or draw students away from these other activities, he explained.

The evening group will be over at 8:15, he said, but the student center will remain open until 10 p.m. for reading, watching TV, and playing ping pong.

Other crises to be considered in following meetings are "Guilt," Feb. 18; "Doubt," Feb. 25; "Vocation," March 3; "Marriage," March 10; "Suffering," March 31; and "Death," April 7.

These programs dealing with anxiety are the second in the present crises in daily living series.

Last week a movie, "Executive Suite," was shown in consideration of the moral and ethical problems involved with vocation, such as the struggle for power.

Other full-length movies will be scheduled during the series dealing with one or combinations of these crises. The movies will be shown to the day group in the afternoons because of the time element.

GIRLS

Vote for Your Favorite

Girl Disk Jockey

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STARTING MARCH 5th AND EVERY SATURDAY MORNING THEREAFTER, BROADCAST DIRECT FROM KLINE'S OF TYLER.

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Gleem Tooth Paste (Reg.) 53c

Helene Curtis Lanolin Shampoo . . . 98c

Lustre-Creme Hair Rinse 98c

Breck Creme Rinse 1.39

Helene Curtis Spray Net 1.69

Breck Hair Set Mist 2.00

White Rain Lotion Shampoo 98c

Special Day Of Love

Valentine is a day for sweethearts, symbolized by a crimson heart—the symbol of love.

It is a day of love from the time the kindergarten child pours out his love in a crudely-made valentine to the day the shy little grade school boy places a mushy valentine in a specially decorated box for the pig-tailed girl he admires.

Valentine's Day retains special significance in the years of young adulthood. Teenagers exchange serious or comical cards of endearment. A boy in love presents his girl with a box of candy in the shape of a heart or perhaps gives her a piece of heart-shaped jewelry.

Although Valentine's Day has always been associated with youth and the exchange of small tokens of love, its exact origin is not known.

One belief is that it originated with the Christianized celebration of a Roman feast in February called the Lupercalia.

Valentine can also be traced to Europe in the Middle Ages when the belief prevailed that birds choose a mate Feb. 14 and therefore, young adults should choose a lifetime partner on this date.

Regardless of its origin, Valentine's Day has always been and will always be—a day for young sweethearts.

L.K.

Cheating: Too Common

Cheating on the college campus is as common today as the raccoon coat was 30 years ago.

So said an article in the Saturday Evening Post.

Students who copy each other's homework and cheat on quizzes and exams are not unusual anymore. They are so common in fact that those who don't practice cheating tend to ignore them, saying, "They aren't hurting anyone but themselves. Anyway, it's none of my business."

This attitude is typical... and dangerous. It is a threat to the student's sense of decency and fair-play.

In a basketball game if one player fouls another and it is unnoticed by the referee, the audience voice their disapproval. A student copying another's exam answers is ignored.

Why?

What is the difference between a player fouling another on the court and a student "fouling" another in the classroom.

It is not always true that those who cheat are the ones who pay the price. In fact, more often it is the honest student who will be hurt.

Some students have the mistaken idea it is up to the teacher to prevent cheating. But is that true? The teacher can not do much about the problem as long as students are willing to let someone copy their homework or exam answers.

If the problem is to be solved, even partially, students must realize it is their responsibility to curb cheating.

B.B.

Schedule Of Activities

A calendar of activities for this semester include free movies, career day, the state speech contest, western week, annual band clinic and the everynight opening of the Teepee.

Feb. 15-19: Western week

Feb. 22: Campus movie

Feb. 26: Career day

March 28-30: Annual band clinic

April 7: State speech contest

The TJC Pow Wow

The TJC Pow Wow, official newspaper of Tyler Junior College, is published every other Wednesday, except during holidays and examinations, by the journalism classes.

The views presented are those of the staff and do not necessarily reflect administrative policies of the college. Signed articles are the views of the writer, not necessarily of the Pow Wow staff.

Letters to the editor must be signed, though initials will be used at the writer's request.

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Faculty Briefs

One faculty member is "sitting on the other side of the desk" in class this semester. James Barnes, government and economics instructor, is taking a math course as a pre-requisite to a statistics course he plans to take later.

John Garner was unanimously re-elected president of the Smith County Teachers Credit Union. Having just completed a one-year term, Garner will be the first officer to serve for a newly-voted two-year term. His new term will expire in 1962.

Bill Haley, brother of Francis Haley, visited his brother last week between semesters of the University of Illinois where he is a student.

Dr. Alan Scott, director of the Public Relations Sequence at the University of Texas School of Journalism, visited the journalism lab recently.

The Reverend Leo S. Rudd is the new president of the Texas Superintendents of Missions. He was elected at an annual meeting held in Austin.

Jack Betts has a new daughter, Jill, born Jan. 19. Mr. and Mrs. Betts have three other children.

Two faculty members were cited as new choir members in a column recapping the activities of the choir of the First Presbyterian Church. They are Dan McCalib and Robert Reynolds.

The Tyler Presbyterian, church publication commented:

"Certainly the church is fortunate to have a musician of the stature and caliber of 'Bob' Reynolds as its organist. The members of the choir know that this hard working young man has been a definite asset to their musical performance and the services of the church."

Letters

To the editor:

The college library has more or less started off on the same foot this semester as it did last semester — it was a place where students discussed such things as their dates or the game coming up.

Library personnel were very patient with the students who talked, asking each student individually if he would be a little quieter.

Not only did the librarians try to keep the "talk" as low as possible, but President H. E. Jenkins also asked students to co-operate with him in keeping the library quiet for those who wanted to study.

The library personnel have said they do not object to students conferring with their classmates about assignments, but they do ask students to whisper in a low tone.

Why don't we cooperate and pay special attention on entering the library to the sign: "Library for study, teepee for talk?"

T. M.

To the editor:

I have nothing but the highest praise for the unusually high degree of honesty of the Tyler Junior College students.

Before coming here, I attended two larger universities. The amount of pilfering and stealing done at these two places far exceeds that which occurs on the TJC campus.

For the first time since I have attended a senior institution, I feel I can leave my books in an unlocked car, in the library, Teepee, or lounge without returning to find them gone.

I have enough confidence in the student body to think that a lost billfold will be returned with all its contents intact.

I think this college is almost void of sticky-fingered students.

Martha Musett.

TITLE MAN ON CAMPUS

by Dick



"First let me say that I appreciate the fact that most of you manage to make this 8 o'clock class."

WEEK TO BE OBSERVED

Advertising Makes Jobs

(Editor's Note: Organizations and businesses promote a certain product by dedicating a definite week to that product. The promotion is performed through advertising. It is, therefore, not unusual that the media that makes "the American way of life" should have a week set aside for itself —Feb. 14-20.)

By EVELYN TURNER

Advertising is one of the greatest forces in America.

It is responsible for mass consumption, made possible by mass production. Mass production makes possible the present standard of living in the United States, the all-time highest and finest in the world.

The effects of advertising were evident during a recent newspaper strike in New York City. During the time no newspapers were published department store receipts fell 25 per cent, used car sales and applications for jobs dwindled. Theaters were almost empty. Later, 42 per cent of the people who were asked what they missed most when they had no newspaper replied: "The ads."

7 INFLUENCES

Joseph H. Epstein, vice-president of a New Orleans advertising agency, listed seven major influences of advertising:

1. Makes jobs...
2. Reduces selling costs...
3. Accelerates scientific progress...
4. Destroys bad products and makes good ones better...
5. Reduces the cost of living...
6. Enables media of public information and entertainment to reach vastly more people than they could without advertising...
7. Serves the public interest in time of need.

How does advertising make jobs? It induces people to buy, requiring greater production of goods; this, in turn, requires more and more labor.

It reduces selling costs because it sells products in greater volume, reducing costs of production.

It accelerates scientific progress in this manner: when one manufacturer publicly announces product advancement, competitors must equal or exceed the step forward.

It destroys bad products. There is no quicker way to accomplish this than to advertise and allow the public to see how bad they are. Good products are improved by advertisers seeking to provide

new claims.

It reduces the cost of living. Since 1914 income has risen twice or three times higher than the cost of the average product.

It enables the public to have quantities of information and entertainment at lowered costs. Without advertising magazines would have to double or triple their prices. One leading newspaper publisher says that without advertising he would have to quadruple his price. A sharp drop in circulation would result, costs would go up, and circulation would continue to go down.

KEEPS PRICES DOWN

Frank H. Bartholomew, president of United Press International, recently said:

"... If advertising were withdrawn from the American newspaper today, the average cost per copy would probably exceed 35 cents... readership would decline by about 75 per cent... fully informed people would represent only about a quarter of the population..."

The TJC Pow-Wow could not be published if advertising were withdrawn from its columns. A sum of \$400 is appropriated by the Student Council toward this expense. This can finance only two editions each year. Other editions are paid for by advertising revenues.

Reader tastes vary and many doubt what they read in newspapers; but, it must be agreed that mass media have developed a better informed public.

STIMULATES READING

It is said that advertising has made people read more, study more, travel more, want more—and settle for less.

Epstein's final point refers to the role of advertising in time of need. During the war publicity sold war bonds, collected scrap, saved fat, recruited for civilian defense, and recruited nurses.

Advertising plays a major economic role not only in time of need, but in time of prosperity. In 1914 the industry spent less than three billion dollars; now it expends nearly 11 billion annually; by 1965 this is expected to exceed 15 billion.

Rooted deeply with our complex economy, advertising does wield a powerful influence. It informs, it persuades, and it sustains industry and its growth. Its most significant result to date is "the American way of life."



McCALIBS OPEN WEDDING GIFT—Mr. and Mrs. Daniel McCalib are shown opening a wedding gift in the last picture made of the couple together before becoming Mr. and Mrs. The gift was presented to the instructors at a surprise shower given by one of the former Miss Judy Bell's French classes.

Athletes Help Wagstaff Find Meaning Of Charm

Listening to athletes on a long trip, Coach Floyd Wagstaff said, is a sure way to find out the characteristics boys admire in a girl.

At the last Atta Kula Kula meeting Coach Wagstaff reviewed a few of these characteristics.

Dress - Neatness is the main requirement for appropriate dress—and money is not needed for this.

Slacks and shorts - Boys like them and think there is a place for them - but they would rather see some girl besides their own wearing them.

Make-up - Too much forms a crust which covers the real person. Boys want girls to wear some but not too much.

Voice - Boys do not like girls who are loud and boisterous in order to be noticed. This might go over all right the first time, but it grows old quickly.

Conversation - A girl should talk about something in the boy's life on a date, and also learn how to mix and talk to people.

Profanity - A girl cannot have charm if she uses profanity. Even a beautiful girl becomes ugly if she uses ugly words.

Dancing - The boys think this is all right.

Smoking and drinking - 100 per cent of the athletes voted in previous years that this does not go hand in hand with charm.

Courting - If a girl has high ideals, knows when to say "no," and has the ability to stop, it is

all right.

Religion - This is the number one consideration. Boys like their girlfriends to come from a religious family. They would like their girlfriends to attend church. As a rule, it does not matter about the religious choice as long as they have one.

Votes Determine Girl Disc Jockey

"Teensville," an hour student participation program, will feature a teenage girl disc jockey each Saturday morning from 10:30 to 11:30.

Broadcasting of the program will begin March 5, according to W. L. Whitworth, representative for KTBB.

Top pop music and news from the social functions of local schools will be programmed from Klines Junior Department.

GLENWOOD

J. R. Gulledge

Flower Shop

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TYLER, TEXAS

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SCHOOL SUPPLIES
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AKK Invites Boys To Valentine Party

AKK will have a Valentine party Feb. 16 at 10:42 in the Girls' Lounge, Main Building. Miss Nancy Petit, president of the co-ed's organization, said boys as well as girls are invited.

At the last meeting Miss Peggy Lout was elected to serve as secretary for the remainder of the year. She replaces the former Miss Diane Jones. Miss Lout is a sophomore pre-law major from Tyler.

Miss Kay Rodeick continues as vice-president. Miss Elizabeth Bryarly, dean of women, is faculty sponsor.

Belles Have New Spring Program; Learn Routines, Voice, Modeling

The spring semester finds the Apache Belles in new routines, completely different from anything in the past.

According to Director Mrs. Mildred Stringer, they will learn a little about acrobatics, ballet, tap, modeling, voice, and other skills that "may be beneficial in later life."

At present, two individual sections are offered. One section meets Tuesdays and Thursdays and the other Wednesdays and Fridays.

The Tuesday-Thursday class re-

ceives dance instruction under the direction of Alfred Gilliam. John Hunter instructs the Wednesday-Friday class in voice.

Belles interested in taking voice and dancing may attend both sections regularly.

Self-improvement courses previously offered Belles during spring semesters have proved successful in many different instances, former Belles say.

Mrs. Glenda Mathews Gilchrest, former Apache Belle and TJC beauty, is now doing part-time modeling Waco.

Do You Think for Yourself?

(BUZZ THIS QUIZ AND SEE WHERE YOU LAND!*)



"A little learning is a dangerous thing" means (A) it's better to leave your mind alone; (B) people who act on half-knowledge often make mistakes; (C) beware of sophomores.

A ☐ B ☐ C ☐



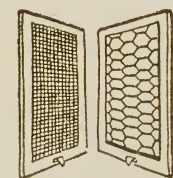
"Never look a gift horse in the mouth" is good advice because (A) he'll bite; (B) even if his teeth show he's old, what can you do about it? (C) there's nothing in there anyway.

A ☐ B ☐ C ☐



Assuming the starting salary is the same, would you rather have (A) a job with an assured income for life, but with no chance to increase it? (B) a job where you'll always be paid according to your abilities? (C) a job where you have to advance rapidly or be fired?

A ☐ B ☐ C ☐



"The finer the filter strands, the finer the filter action" is a way of saying (A) don't use chicken wire in a window screen; (B) Viceroy gives you finest filter action because it has the finest filter strands; (C) the finer the filters, the finer the smoking.

A ☐ B ☐ C ☐

When you depend on judgment, not chance, in your choice of cigarettes, you're apt to be a Viceroy smoker. You

will have found out that Viceroy gives you the best filtering of any cigarette, for a taste you can really enjoy. A thinking man's filter. A smoking man's taste. That's Viceroy!

*If you checked (C) on three out of four of these questions, you're fairly astute. But if you checked (B)—you think for yourself!



Familiar pack or crush-proof box.

The Man Who Thinks for Himself Knows — ONLY VICEROY HAS A THINKING MAN'S FILTER... A SMOKING MAN'S TASTE!

© 1959, Brown & Williamson Tobacco Corp.

PLAY AT HOME, JACKSONVILLE

Mississippi, Lon Morris Games Round Out Weekend's Schedule

The two games this weekend are marked for spectator appeal.

The first is a home game with Northeast, Miss. Friday at 7:30 p.m. The second will be a revenge battle with Lon Morris Saturday night at 8 o'clock at Jacksonville.

In the Northeast game the Apaches will be facing Vincent Del Negro, the top junior college scorer in the nation from last season.

Negro, who averaged slightly over 30 points per game last year, has lived up to his reputation again this season and is regarded as an outstanding senior college prospect, according to Coach Herb Richardson.

The Tribe defeated the Mississippi team 81-75 while on their eastern state tour in December, but not before Del Negro had poured in 33 points. Now the Mississippians are doing the traveling, hoping to avenge their early

season home-court loss.

In the Saturday night game revenge over Lon Morris, long time rivals, will be the aim. The Bearcats edged past the Tribe early in January, 80-71, but have dropped their last three conference games.

Fighting an uphill battle, the Apaches bounced back from a 2-point deficit at halftime Thursday night to edge the Paris Dragons, 48-57.

The victory enabled the Tribe to take over undisputed possession of second place in the TEC standing with a 4-2 record.

Texas Eastern Conference Standings:

Kilgore, 5-0
Tyler 4-2
Henderson County 2-2
Lon Morris 2-3
Paris 1-4
Texarkana 0-5



PETE PETROU and ART FISTE

FROM MASSACHUSETTS

Fiste, Petrou Contrast

The Apache basketball squad's shortest and tallest players are from Massachusetts. Art Fiste, 5'9½", is from Lynn, while 6'10½" Pete Petrou is from nearby Everett.

Both were outstanding players in high school. Fiste also played two years of Army at Fort Bliss.

Petrou, who plays center, is top scorer on the team with an average of 16.5.

In comparing Petrou to big Jim Whalen of last year's team, Coach Floyd Wagstaff said "whereas Whalen improved from nothing to a good ball player, I think, Petrou will improve from a good ball player to an All-American."

Petrou reached his season high when the Apaches were on their road trip in the east. He scored 32 points one night only to come back with 33 the next.

Fiste is a good defensive guard, also helps the team, according to Wagstaff, through pep talks before and during the game.

Apaches Try Rangers In Showdown Tonight

Tyler's improving Apache cagers attempt to climb the "do-or-die" rung in the conference ladder tonight as they take on the undefeated leaders of the Texas Eastern Conference, the Kilgore Rangers, at Kilgore.

Gametime is 8 o'clock in Gentry Gym.

Kilgore, undefeated in five conference starts, handed the Apaches one of their two TEC losses, 71-66, two weeks ago. Tyler had a com-

fortable 12-point lead with 13 minutes remaining on the clock, but could not hold on in the waning minutes of the game.

The Tribe dealt a tough University of Houston freshman team their second defeat of the season Saturday night, 82-71, while raising their season record to 17 wins and 6 losses. The Houston quintet, called the best in Cougar history, downed Kilgore the preceding night, 90-84, in a thrilling overtime. It was the Rangers' second loss to the Houston squad this year.

Intramural Tourney To Begin In March

Although a definite date has not been set, the annual intramural basketball tournament will probably begin the first week in March with 10 teams participating, according to Wayne Pool, tournament director.

"The winning team will be awarded a trophy, with each player's name engraved on the plate," said Pool.

Afternoon practice games, designed to get the boys acquainted with one another, began Thursday when Charley's Chargers defeated Terry's Terrors, 64-53. These games will continue until the initial game of the tournament.

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Sociology

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Apaches Make New Schedule

When the familiar feel of football weather sets in next September, Texas Eastern College teams will have one of the most nearly unique schedules of any junior or senior college conference in this area.

For the first time in the Texas Eastern Conference's short three-year history, the champion will be determined by means of a double round robin, with each participating member playing eight conference games.

But this setup is unusual in still another way.

The Apaches also will play three non-conference games with Navarro, Victoria, and Ranger, providing a full 11-game schedule.

This change became necessary when a movement was begun to abolish all athletic scholarships in Texas junior colleges.

"If this plan had succeeded and our conference had refused to support it, we wouldn't have had anyone else to play except teams of our own conference," said Floyd Wagstaff, athletic director, "so we devised the double round robin to protect ourselves."

The schedule was further strengthened when Henderson County accepted an invitation to join the conference in December.

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- 16 MAPLE LANES COMPLETE WITH BRUNSWICK AUTOMATIC PINSETTERS!

Students

- MAGIC-AIR HAND DRYERS AT EACH LANE!
- SMOKE REMOVERS TO FACILITATE REMOVAL OF CIGARETTE AND CIGAR SMOKE!

Jackson Hopes To Find Ways To Budget Time

For a busy student time-budgeting can be a problem if not given enough thought and can be an even greater problem for an Apache letterman with extra-curricular activities.

Holding a "B" average from last semester, Apache football tackle, Frank Jackson says he hopes to find a better way to budget his hours.

Jackson, who is 6'5" and the tallest on the '59 squad, is also vice-president of the Student Education Association. He is a freshman business administration major and plans to teach after graduation.

Interested in scholastic achievement as well as Apache grid scores, Jackson says he found his schedule for studying last semester difficult to manage because of the irregular hours of football workout and extra-curricular activities including the speech club

production, "A Christmas Carol."

"I studied whenever I could find time, but I hope to find a better way to budget my time," he said.

He also said he includes in his schedule a sufficient amount of time for eating and resting because "good health habits are important."

Jackson, who will automatically become president of SEA next year, strongly encourages SEA membership for those who plan to teach. Membership, he says, gives students a better opportunity to learn about the teaching profession by participating in such activities as visiting schools and hearing others give accounts of the teaching vocation.

DORM LIFE

Dorm Girls Name New President

Miss Charlotte McKenzie, Beaumont, is the new president of the Women's Residence Hall. Miss McKenzie was elected the first week of the new semester and succeeds the former Miss Kathy Croly now Mrs. Donnie Lewis.

Other officers for the semester are Misses Gail Clark, vice-president; Sandra Ganer, secretary, and Sylvia Lockart and Mary Lou Strain, co-chaplains.

Miss Sandra White, Dallas, is the only new resident in the dorm. She is a business major.

New additions to the athletic dorm are Emidio Ramos and Bobby Crowell.

Ramos is a fullback from Levelland. His major is pre-med.

Crowell plays end and is from Royce City.

Between football workout seasons some of the athletes have found other ways of filling their spare time.

Jimmy Lowe, Gene Staples, Jerry Beavers, Butch Wright and Gerald Bourque are loading and packing rose bushes.

Working with them at Herville Nursery are Joe Tournay Carlee Manchester, Mac Cope and Gary Thacker.

Returning after a bad knee injury is Donnie Wallace from Lufkin. Wallace plays halfback. His major is business.

Richard Cervin is responsible for starting the new card game now number one on the recreation list at the Men's Residence Hall. The new game played with a pinochle set is called Hobber Globber Snob.

Cervin stumbled upon the game because he was misinformed about how to play pinochle. He originated a four-handed version of the game, but other residents have developed a six-handed style.

L. G. Spivey and Floyd Stoddard became temporary champions of four-handed Hobber Globber Snob when they defeated Kenneth Drost and Joe Mac Dodd in the finals.

Navy To Inform Boys Of Flight Training

A team from the Dallas Naval Air Station will be in the Tom Tom Room tomorrow and Friday, Feb. 11 and 12, to present information on the Navy's pilot training program.

Lieutenant Commander Roy W. Smith Jr. and his team will conduct interviews from 8:30 a.m. until 3:30 p.m.

These interviews and aptitude tests which will be administered are observed "in an effort to select highly qualified men for training," according to Naval personnel.

90 Per Cent Return To Bowling Classes

More than 90 per cent of last semester's students bowling for PE credit are back in bowling classes this spring, according to Ned Dunan of Rose Bowl Lanes.

Dunan, one of the bowling instructors, said approximately 100 boys and 35 girls are enrolled in bowling classes.

Bowling classes meet twice a week at the Rose Bowl Lanes. Instructors other than Dunan are Dick Cooper and his wife.

GRA-Y LEADER NEEDED

7 Students Work Part Time at 'Y'

Seven students are presently employed at the Tyler branch YMCA on a part-time basis.

According to Jim Davis, physical director of the YMCA, one more boy is needed as a Gra-Y leader.

Jim Saunders, Jim Wilson, and Don Robertson as Gra-Y leaders supervise grade school boys who belong to the grade school "Y" organizations. Robertson also acts

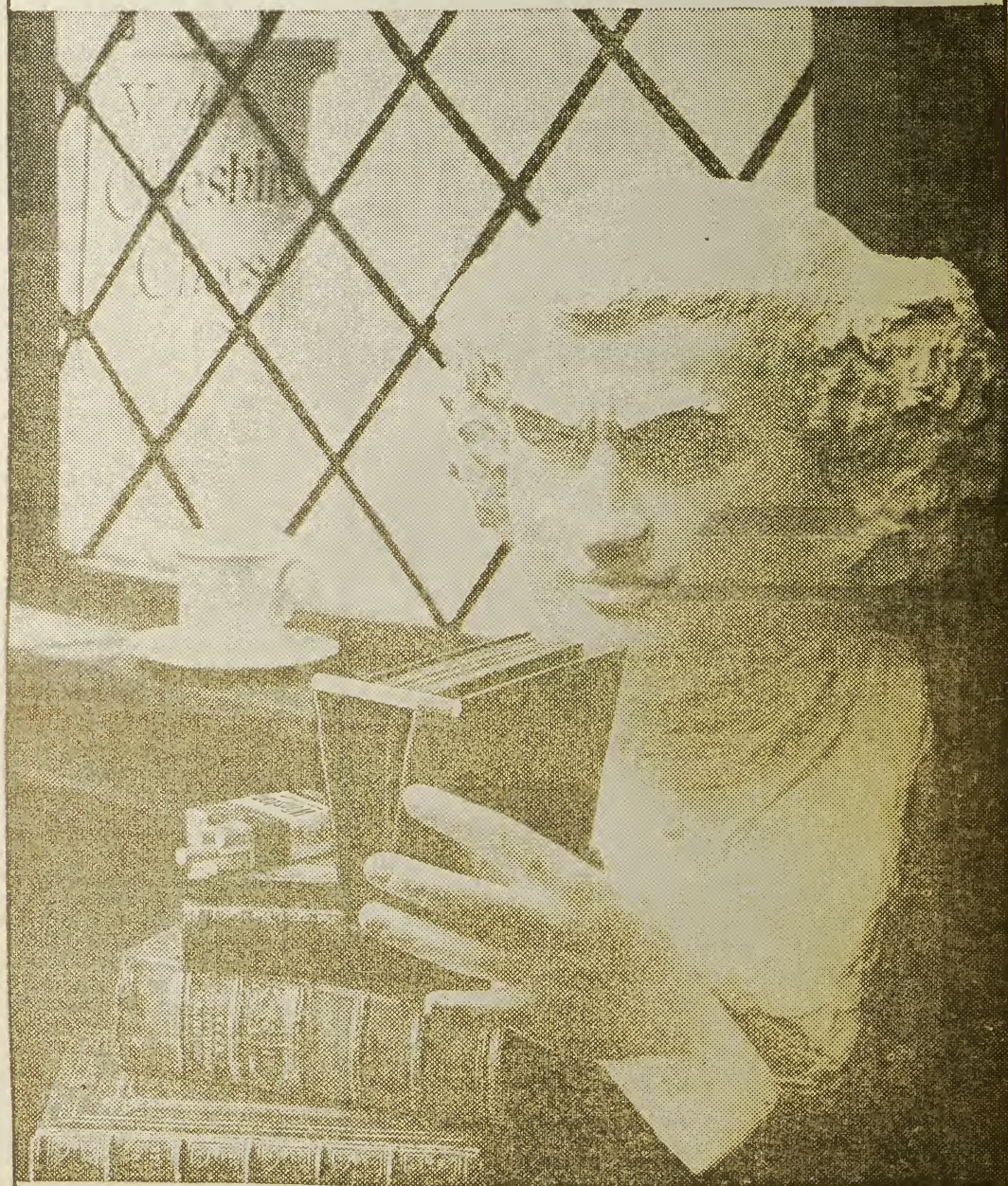
as a life guard at the swimming pool.

E. T. Boone is a volunteer assistant boxing instructor, and Miss Cherry Leggette is Junior Tri-Hi-Y leader.

David Gilbreath supervises the admission of students into the different classes.

Jack Stringer instructs classes in methods of judo and weightlifting.

Dr. Johnson turns another elegant phrase:



Sir, if it hasn't got it there, it hasn't got it!

Old Dr. Sam has done it again—brought his dictionary up to date in terms of modern Winston usage.

Winston (win'ston), n. A cigarette with Filter-Blend on one end and a wise man on the other.

Taste (tast), n. What decorators argue about and Winston smokers enjoy.

Filter-Blend (fil'ter-blend), n. A happy marriage of art and science. Light, mild, flavorful tobaccos are artfully selected, then scientifically processed for filter smoking.

Slogan (slo'gan), n. (e.g., Winston tastes good like a cigarette should). A statement of disputed grammar but unquestioned fact.

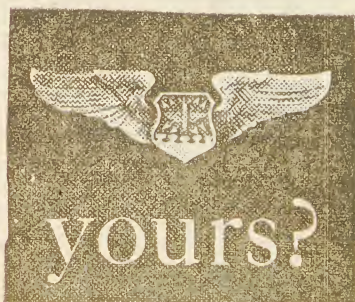
Front (frunt), n. (used in conjunction with the preposition "up"). The section of a filter cigarette where if it hasn't got it, it hasn't got it. Also, the section that counts, the section where exclusive Filter-Blend is to be found.

Boswell (boz'wel). Nickname for a guy who is always hanging around to cadge Winstons from you.

"There is nothing which has yet been contrived by man by which so much happiness is produced . . ."

Boswell's Life of Dr. Johnson, Vol. 1, Page 620

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BAIN JOHNSON, DRU BAIN

Instructors Join Faculty

Advent of the spring semester brought two new instructors to the campus. They are Mrs. Dru Bain and Bain Johnson.

Johnson, a 25-year-old sociology instructor originally from southern Mexico, holds a BA from East Texas Baptist College and his bachelor of divinity from Southwestern Theological Seminary in Fort Worth. He also studied at the International Seminary in Ruschlikon - Zurich, Switzerland; he began work on his doctorate at the University of Texas and plans to finish it there.

He has appeared as something of a linguist to his students, speaking Spanish, French, English, and Italian, and reading Greek.

Mrs. Bain is teaching art classes taught last semester by Mrs. Myra Potter.

Mrs. Bain received her BA from Georgetown College in Kentucky and taught there two years. She also studied at the University of

Kentucky and at the Art Institute in Chicago.

Married to an interior decorator, Jack Bain, Mrs. Bain says she uses her art constantly. She has done commercial art, fashion illustrating and design, and oil portraits—among her many activities.

Someone in art does a little of everything, Mrs. Bain said.

Originally from Owensboro, Kentucky, Mrs. Bain has lived in Tyler seven years. She has one son, four-year-old Greg Bain.

German School System Changing Exchange Student Tells SEA

Educational customs of Germany are in a process of change, Norbert Kilian, senior at John Tyler High, told Student Education members Thursday.

Kilian came to Tyler after winning a scholarship from the American Field Service in New York.

"Today everyone in Germany receives an opportunity to get an education," said Kilian, "though this has not always been true."

Heretofore students paid \$5 a month to attend high school.

"Everyone attends four years of elementary school," said Kil-

Exes Visit Campus Between Semesters

Several exes from senior colleges visited on the campus between semesters.

Freddie Head, junior law student at SMU on a band scholarship, said his first semester average was 3.20 out of 4.

Two North Texas students visiting were Tom Walton and Larry Smith.

Others included George Sipper, last year's president of Kappa Sigma Lambda, and now at Arlington State, and Charles Cremer, physic major at the University of Texas.

'Teahouse Of The August Moon' Has Orientals To Act, Advise

Two foreign girls, Misses Kay Tadasa, Japan, and Miranda Ching, China, will play a big part in Las Mascaras' new production of "The Teahouse of the August Moon," said Dr. Jeane Browne, sponsor of the club.

Miss Tadasa and Miss Ching will advise players about correct pronunciation and customs of the Oriental countries and will also play in the production.

At the first meeting, Miss Tadasa said she corrected much of the pronunciation because the Japanese language has no accent in a phrase or sentence. Spoken smoothly, it does not place emphasis on any part of a sentence.

Other differences Miss Tadasa noted:

In the Japanese language there is no distinction between l's and v's; v's and b's. For example, Americans say, "Thank you very much." Japanese say, "San kya bely much."

Pronunciation of "f" is different because it is formed like the American sound "v".

Japanese pronunciation also differ from Chinese, said Miss Tadasa. "Even Miss Ching doesn't understand very much of Japanese language."

Miss Tadasa, along with Mrs.

Niki Brightwell, also from Japan, will contribute a great deal toward a good performance, said Dr. Brown, "and Miss Ching will be able to help too although the play is concerned largely with the Japanese."

She said the cast would probably rent costumes.

As to the play itself, Dr. Browne believes "The Teahouse of the August Moon" is one of the "finest satires to come out this century, a Moliere type of satire which is a 'laughing at ourselves' kind of humor."

All parts for the play have not been cast and according to Dr. Browne, the casting is open to the entire college instead of just Las Mascaras members.

She pointed out the educational value of the play as an opportunity to study customs and language of other countries. "We will be working with persons from those countries," she said, "therefore creating a better relationship and understanding."

A PROFESSOR is a man whose job it is to tell students how to solve the problems of life which he himself has tried to avoid by becoming a professor.

A CONFERENCE is a group of men who, individually, can do nothing, but as a group can meet and decide that nothing can be done.

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- Baby Calf
- Black

10.95



shoe salon • street floor

ian, "but has to pass a test to enter the middle and high schools."

Since attendance hours are from 8 a.m. to 1 p.m. the school lunch is not a problem. Students do not have the rest of the day free, however, but spend their time studying the heavy assignments.

Some other differences in the German schools mentioned by Kilian were:

Germans attend school from Monday to Saturday with six 45-minute periods and two 20-minute breaks.

Subjects taken are similar to those in the United States with emphasis on chemistry, math, and foreign languages.

Girls and boys do not attend school together in Germany and Kilian had only men teachers. A lady taught the boys' school only one-half a year because of discipline problems.

"To learn Latin is necessary to learn English, so all students study it, but I am not a good friend to Latin," remarked Kilian.

Track is very popular in Germany, but Kilian said the only team sport he knew of was soccer.

Student councils are different in Germany. According to Kilian the student council in his school petitioned for no lessons over the weekends.

"Young people do not marry as early in Germany as they do here," he said, "and married persons may not attend German high schools. I was shocked to learn the girl sitting behind me in John Tyler High is married."

Kilian spoke of the difference in student transportation. He said the average German family can afford only one car; so few students drive to school. Most of them ride bicycles.

Comma Splice Is Big Problem

By MINNIE GLOVER

The biggest grammar problem for students on the campus seems to be the comma, according to Miss Lena Exum, freshman English instructor.

Miss Exum sees more comma splices than any other mistake, she says.

But she finds several other common problems too, such as misplaced modifiers and limited vocabulary. Proofreading would solve this problem of logical construction, she explained, because those who read over their work correct many of their errors.

"Spelling is a major problem of my students, too," she claimed. She cited two reasons for spelling errors: carelessness and spelling the word by the way it sounds. She thinks perhaps carelessness is the chief cause.

She finds vocabulary a problem for most students. Lack of development, she believes, is the cause of this problem, and the dictionary habit provides the best solution.

"Students often make the same errors in writing they do in speaking," said Miss Exum.

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